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APPLICATION OF REVISED FLESCH READING EASE AND HUMAN
INTEREST FORMULAS TO LOCALLY-WRITTEN AND ASSOCIATED
PRESS COPY IN THREE SOUTH DAKOTA DAILIES

BY

HELEN KAKONIS SCHULTZ

A thesis submitted
in partial fulfillment of the requirements for the
degree Master of Science, Department of
Printing and Journalism, South Dakota
State College of Agriculture and
Mechanic Arts

1964

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APPLICATION OF REVISED FLESCH READING EASE AND HUMAN
INTEREST FORMULAS TO LOCALLY-WRITTEN AND ASSOCIATED
PRESS COPY IN THREE SOUTH DAKOTA DAILIES

This thesis is approved as a creditable and independent investigation by a candidate for the degree, Master of Science, and is acceptable as meeting the thesis requirements for this degree, but without implying that the conclusions reached by the candidate are necessarily the conclusions of the major department.

Thesis Adviser

May 22, 1964
Date

Head, Printing and Journalism Department

May 22, 1964
Date

ACKNOWLEDGMENTS

As the final pages of this thesis are assembled, the author reflects for a moment on the many persons who contributed to the completion of this research.

To Mr. E. G. Blinn, Mr. J. K. Hvistendahl, and Dr. George Phillips of the Printing and Journalism Department, the author expresses her sincere appreciation for their assistance and guidance.

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A special note of thanks is due a loyal and true friend, Mrs. Debbie Brandwein, whose contribution was the typing of this thesis. The author is forever indebted for her many acts of kindness.

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HKS

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CHAPTER I

INTRODUCTION

As far back as Biblical times man has recognized the importance of simplicity in making himself understood. In I Corinthians 14:9 is found the warning, "Except ye utter by the tongue words easy to be understood, how shall it be known what is spoken? For ye shall speak into the air."

Today, during a time of world crisis, the need for clear communications becomes increasingly vital. Alan J. Gould, Associated Press Executive Editor, sums up this need:

It is not sufficient to report news facts alone, or simply to tell what men say or nations do. The meanings must be set forth and events must be set in perspective. This must be done fairly, expertly, and thoroughly. It puts a premium on the techniques of Readability--that is, the writing methods that make a news report (a) as easy to read as it is interesting, (b) as well organized as it is expertly done, and (c) as clear to the average¹ reader or listener as it is fair and balanced.

Readability formulas and their use as a research tool have been widely-debated subjects among journalists and reseachers during the past two decades. Following the publication of Rudolf Flesch's The Art of Plain Talk in 1946, researchers focused their attention on a

¹Rudolf Flesch, The Art of Readable Writing, Harper and Brothers Publishers, New York, 1949, p. ix.

comparatively new measurement of writing, the Flesch Reading Ease formula.

Flesch's formula invoked, of course, a considerable amount of controversy. Writing by formula was highly overemphasized by many editors, a fact criticized by veteran journalists. Bryant Kearn, in his article "A Closer Look at Readability Formulas" describes the complaints:

A columnist will tell you that writing to a formula stifles his creative spirit. The formula, he will say, keeps trying to push his writing into a rut. A city hall reporter may explain that since his editor read *The Art of Plain Talk*, the kick has gone out of writing. Nobody asks, "Is it a good story?" The only question is what kind of a Flesch score it gets.²

In 1949 Flesch presented a revision of his original formula in his book The Art of Readable Writing. This revision was a time-saving method for testing the reading ease and human interest of a sample or a complete article. Today, Flesch's formula remains one of the most widely used tools of its kind.

This study is concerned with the revised Flesch formula and its application to Associated Press wire stories and locally written stories in South Dakota daily newspapers. Thus, it is first necessary to establish

²Bryant Kearn, "A Closer Look at Readability Formulas" Journalism Quarterly, Vol. 25, No. 4, December, 1948, p. 346.

what readability means, what the formula measures, and what it does not measure.

Literally, readability is the extent to which writing is understandable to the reader--the ease with which he is able to lift the writer's meaning from the printed words. Readability formulas have attempted to measure this ease. "The aim of readability research," Robert Gunning explains, "has been to single out those factors of writing style that can be measured, and to take the added, important step of finding out to what degree each affects reading difficulty."³

To measure these factors, the first part of Flesch's formula determines (1) the average sentence length, and (2) the number of syllables per 100 words. The shorter the average sentence and the fewer syllables per word, the higher the readability score.

The second part of the formula is concerned with what Flesch calls "human interest"--an estimate of the interest an article holds for the reader strictly in terms of writing style, not subject matter. This second part consists of (1) a count of the "personal words" per 100 words, and (2) a count of the "personal sentences" per 100 words. The higher the personal word and

³Robert Gunning, The Technique of Clear Writing, McGraw-Hill Company, Inc., New York, 1952, p. 30-31.

sentence count, the higher the human interest score on Flesch's scale.

Clearly, then, Flesch's formula does not attempt to measure literary quality or subject appeal, but only two factors of writing style. Bryant Kearnl explains:

. . . it is too much to expect that formula ratings based only on a study of style will consistently correspond to actual readership. Content, format, and organization always modify, and sometimes overrule, the influence of style. A formula that touches only upon style is useful in its place but must be recognized as something less than a complete formula of readability.

A second major limitation stems from the first. Even within their proper sphere of writing style, the formulas do not attempt to be complete or inclusive. A statement with which Rudolf Flesch announced his first readability formula is of interest here. He quoted Lyman Bryson, director of the Columbia University laboratory, as saying that the term readability includes three aspects of reading matter: comprehensibility, lucidity, and appeal. Flesch explained that comprehensibility was the one of those qualities with which his work dealt.

Thus at the outset he consciously ruled out two important elements of stylistic readability, in order to get a more accurate measure of the one that remained. He indicated that his formula would not tell you whether writing is appealing (though the newer Flesch formula attempts to). It would not tell whether writing is clear and lucid. It would only attempt to say whether the writing style is comprehensible."⁴

Kearnl draws three conclusions about readability formulas:

⁴Kearnl, Op. Cit., p. 346.

1. It is a mistake to expect the scores produced by these formulas necessarily to correlate with actual readership or to provide a valid basis for predicting over-all readability. The formulas deal primarily with writing style. They deliberately omit the study of content, format, and organization, each of which is important to readability.
2. It is a mistake to consider any of the formulas a recipe for a good writing style. They consider only a few elements of writing style; they overlook a great many others.
3. Certain mechanical characteristics of the formulas--the advantage they give to conversational type material, their inflexible allowance for changes in style--demand that they be used with discretion.⁵

Dr. Flesch himself is quick to place definite limitations on his formula. In the preface to The Art of Readable Writing he comments:

I can only repeat what I said in the preface to The Art of Plain Talk: "Some readers, I am afraid, will expect a magic formula for good writing and will be disappointed with my simple yardstick. Others, with a passion for accuracy, will wallow in the little rules and computations, but lose sight of the principles of plain English. What I hope for are readers who won't take the formula too seriously and won't expect from it more than a rough estimate."⁶

To keep the results of a readability study in proper perspective, however, Shidle's remarks must be considered:

It is possible, in other words, to move ideas easily from page to readers' minds without

⁵ Ibid, p. 348.

⁶ Flesch, Op. Cit., p. xi-xii.

devices detailed in these pages. Sheer literary excellence can overcome the disadvantages of long sentences, poor organization, overweight words. But even such writing is successful in spite of those characteristics, not because of them.

And the average amateur or occasional writer (who is most of us) can ill afford reliance on inherent literary genius. He had best regard writing as a tool for mundane uses--and keep it sharp by simple, specific maintenance procedures.

For every single time a Reading-Ease calculator or a Flesch-count is wrong, it will be right 100 times . . . and the once it is wrong will rarely be about the product of us everyday writers.⁷

In 1948, the Associated Press hired Dr. Flesch as readability consultant. In January of that year Dr. Flesch began his year-long campaign to raise readability scores of Associated Press writers. A series of bulletins were issued which emphasized the need for shorter sentences and simpler words.

Before beginning his campaign, Flesch analyzed 10 per cent of the material transmitted on the AAA wire* on January 2, 1948, and said: "AP copy is below standard

⁷Norman G. Shidle, Clear Writing for Easy Reading, McGraw-Hill Book Company, Inc., New York, 1951, p. 116.

*The AAA wire is the Associated Press transcontinental trunk circuit which links the Atlantic and Pacific coasts and branches north and south from Maine to Florida and from Minnesota to Texas.

by each of the four counts (in his formula), and rates poorest as measured by its vocabulary."⁸

In his bulletins to staff writers Flesch issued the following table to be used by writers to check the readability of their own copy. The use of the table eliminated the mathematical computations necessary to the use of the formula.

TABLE I. READABILITY PLACEMENT

Readability	Syll. per 100 words	Words per average sentence	% Personal Words	% Personal Sentences
Standard	Not more than 150	Not more than 19	At least 6	At least 12
Fairly Poor	151 - 162	20 - 23	3 - 5	5 - 11
Poor	163 - 186	24 - 27	1 - 2	1 - 4
Very Poor	More than 186	More than 27	none	none

Assistant General Manager Alan J. Gould urged writers to cooperate with the campaign and warned: "Writers who can NOT learn to write simply and effectively have no business trying to write for the AP."⁹

The purpose of this study is to determine, by a comparison of readability and human interest scores of

⁸"AP Report Simplified by New Flesch Formula," Editor and Publisher, Vol. 81, No. 9, February 21, 1948, p. 8.

⁹Ibid.

selected Associated Press wire stories and locally written articles in South Dakota daily newspapers, whether or not Associated Press writers score higher on the Flesch scales than local writers. An attempt will be made to answer the following questions:

- (1) How do Associated Press stories test 15 years after Flesch's year-long campaign to get easier-to-read copy from Associated Press writers?
- (2) How do staff writers of the three largest South Dakota dailies compare with Associated Press writers on the two Flesch scales?
- (3) How difficult is the copy read by the majority of readers of any three South Dakota dailies?
- (4) Are the various stories in each issue within a definite range of readability and human interest, or are scores within the same issue erratic?

CHAPTER II

METHODOLOGY

Fifteen issues each of the three South Dakota daily newspapers with the largest circulation were chosen for this study. These newspapers and their circulations are given in the table below.*

TABLE II. CIRCULATION OF CHOSEN SOUTH DAKOTA DAILIES

Newspaper	Circulation	
	1962	1963
Sioux Falls Argus-Leader	50,821	51,826
Rapid City Journal	29,021	30,854
Aberdeen American-News	<u>20,964</u>	<u>21,121</u>
Total	100,806	103,801

The newspapers shown above were chosen for two reasons: (1) Geographically, the results of this study represent a state-wide coverage of readers. The Rapid City Journal is representative of readers in the western section of South Dakota; the Aberdeen American-News, readers in the middle section of the state; and the Sioux Falls Argus-Leader, readers in the eastern section.

*Circulation figures were obtained from the South Dakota Press Association

(2) Total circulation of the three newspapers represents the highest number of readers of any three South Dakota dailies.

Fifteen issues of each newspaper, a total of 45 issues, were randomly selected from issues of the year beginning July 1, 1962 through June 30, 1963. It was felt that 45 issues from a finite population of 765 issues presented a workable sample.

Each population element, in this case each applicable issue of the year, was assigned a consecutive number on the calendar. For this study, only weekday issues were selected and only front pages were tested. Saturday, Sunday, and holiday issues were ignored. Oftentimes special news stories and feature articles, not written by the regular news staff (both local and Associated Press), are included in these issues. Because of this, these issues were not considered representative of the majority of Associated Press wire stories and locally-written stories printed during the week. Since this study is concerned with readability of news read by South Dakotans, only "typical" week-day issues were chosen.

By going through the year and marking off the dates which were not applicable, the population elements were identified. For example, July 1, 1962, fell on a Sunday. This day, then, was marked off the calendar. The July 4,

1962, issue was a legal holiday, so this issue also was not applicable. Of the 365 issues during the year, 110 were Saturday, Sunday, or holiday issues. Thus the population consisted of 255 issues of each newspaper or a total of 765 issues.

The forty-five issues were chosen by a simple random sampling technique. When it is not feasible to test all elements of the population, as in this study, selection by means of simple random sampling will give each element an equal chance of being chosen, thus preventing personal judgment from prejudicing the results. Selltitz, Jahoda, Deutsch, and Cook assert the validity of the procedure: "A simple random sample is selected by a process that not only gives each element in the population an equal chance of being included in the sample, but also makes the selection of every possible combination of the desired number of cases equally likely."¹⁰

To select the issues, a table of random digits was used.¹¹ The one requirement in using a table of this type--that consecutive digits be read in a consistent manner, either across or down the table--was diligently followed.

¹⁰Claire Selltitz, Marie Jahoda, Morton Deutsch, Stuart W. Cook, Research Methods in Social Relations, Holt Rinehart and Winston, 1962, p. 521-22.

¹¹Philip J. McCarthy, Introduction to Statistical Reasoning, McGraw-Hill Book Company, Inc., 1957, p. 137-138.

Four consecutive digits were examined at a time. The first three digits were to indicate the day, the fourth digit was to indicate the newspaper. Number 1 was assigned to the Sioux Falls Argus-Leader, number 2 to the Aberdeen American-News, and number 3 to the Rapid City Journal.

Thus, if the number 0163 was selected, 015 indicated issue 16, or the July 16, 1962 issue. Number 3 indicated the Rapid City Journal. If a number such as 9658 was indicated, it was simply ignored and the next four digits were examined. Saturday, Sunday, and holiday issues had already been excluded from the population; consequently, no number had been assigned to those dates. This process was continued until fifteen issues of each of the three newspapers were chosen.

After the 45 issues were chosen, an attempt was made to get original copies of these issues. A trip to Sioux Falls produced all but two of the selected Argus-Leaders. Since the Lincoln Memorial Library has the Argus-Leader on microfilm, the two missing issues were read on the microfilm reader.

A letter to the Aberdeen American-News brought 14 of the 15 needed issues. The missing issue of the American-News was photographed and sent by Mr. Will Robinson of the State Historical Society in Pierre, South Dakota.

Mr. Robinson also loaned original copies of the 15 selected issues of the Rapid City Journal.

Since a detailed count of words, sentences, syllables, "personal words" and "personal sentences" is necessary to the use of the Flesch formulas, the task was made much easier by using the original copies rather than a microfilm or photographed copy. This writer felt fortunate in securing the assistance of Mr. Robinson in obtaining originals of all but 3 of the 45 issues necessary to this study.

All local news stories were tested in each of the 45 issues. Fillers, "Today's Chuckle", the "Festival Calendar", advertisements, references to inside pages, and headlines of stories were ignored because these were not considered typical of locally written and Associated Press stories. Only the full text of each story was tested. No 100-word samples were taken. A total of 107 local stories were tested.

Each story was tested for both reading ease and human interest. Therefore, both Flesch formulas were applied to each story. A detailed description of the Flesch formula and directions for application will be given in Chapter III.

Because the majority of front-page stories are Associated Press stories, it was felt that a workable

sample of them would be a number in each newspaper equal to the largest number of locally-written stories in all 15 issues of any one newspaper. For example, the largest number of locally-written articles appeared in the 15 issues of the Sioux Falls Argus Leader. The number was 54. Therefore, 54 Associated Press stories were chosen randomly in each of the three newspapers. These were chosen by simple random sampling in a manner similar to the procedure used to choose the 45 issues.

Each of the 15 issues was numbered consecutively from 1 to 15. Each Associated Press story in every issue was given a number. It was noted in numbering that no individual issue contained more than 19 Associated Press stories. Stories were numbered consecutively moving down the newspaper columns.

The table of random numbers was used for this procedure also. Five consecutive digits were examined simultaneously. The first two digits indicated the issue, the third digit indicated the newspaper, and the fourth and fifth digits indicated the article. Thus, if the five digits 15105 appeared, 15 indicated issue 15, 1 indicated the Argus-Leader, and 05 indicated the fifth Associated Press story. If a number such as 17421 appeared, it was ignored. This procedure was

followed until 54 stories were chosen for each of the three newspapers--a total of 162 stories.

CHAPTER III

THE FLESCH FORMULA AND METHOD OF APPLICATION

Flesch's research began in the early 1940's in conjunction with the Readability Laboratory of the American Association for Adult Education at Columbia University. In 1936, the problem confronting the Laboratory concerned the difficult language and style of books written and used for adult education. The goal was to produce a series of books in various fields of knowledge such as chemistry, psychology, and economics, which would be more readily comprehended by the average adult seeking "self-education".

A study of previous research in reading comprehension disclosed three approaches to the problem. Flesch summarized these:

The first was the sociology of reading: here the assembled body of facts gave conclusive evidence that a large majority of the American population--the readers of the confessional, detective, adventure, and of the women's and family magazines--almost never read any serious books and that virtually no material at that level was available in print. The second approach was the hygiene of reading: in this field substantial agreement was found among students as to what format, type-face, length of line gave optimum results. In the third area, reading difficulty, differences in style had been reduced by various investigators to statistical formulae which offered an easy

means of gearing the language of educational writing to the capacities of different types of readers and of grading books for children.¹²

From this research, Flesch made these basic assumptions: the average reader of the Saturday Evening Post was in need of books written at his level of comprehension, but when existing readability formulas were tested at this level, results showed that the formulas, which had proven satisfactory when applied to children's reading, did not single out the style characteristics that make popular adult reading easier than the average non-fiction book.

After many experiments, researchers in the laboratory decided to instruct the authors of their books, later known as the Peoples Library series, to write according to certain empirical rules rather than a statistical formula. Thus, the authors of the series were instructed to write with three goals in mind: to think clearly, to write clearly, and to be interesting.

It was at this point Flesch began reasoning that while previous attempts at a formula had not been entirely successful, the goal of a more accurate mathematical formula to test adult reading material was not impossible.

¹²Rudolf Flesch, Marks of Readable Style, A Study in Adult Education, Teachers College, Columbia University, New York, 1943, p. 2.

As he worked with researchers in the Laboratory, Flesch found that since 1923, nineteen attempts had been made to measure readability objectively. By carefully studying the various directions from which the problem had already been approached, Flesch narrowed his attention to two formulas which, according to his research, showed the highest degree of qualitative accuracy as compared to what was already known about readability empirically.

The first formula was the Vogel-Washburne "Winnetka" formula, based on the number of different words, the number of different uncommon words, and the number of simple sentences. The second formula, the Lorge formula developed in 1939, was based on the number of different hard words, number of prepositional phrases, and average sentence length in words.

Both of these formulas, however, failed to measure comprehension difficulty clearly past the seventh grade level of difficulty.

By isolating the main elements of both formulas-- (a) the number of certain less-frequently used words, and (b) complexity, or length, of sentence structure¹³ --Flesch reasoned that at least one of the elements was

¹³Flesch, *Marks of a Readable Style*, p. 8.

a good index of comprehension for children's reading material and that one or more other elements must be added to find a formula which would successfully measure difference in reading difficulty when applied to adult reading matter.

By examining the findings of educators, psychologists, sociologists, publishers, and a panel of 44 judges, Flesch devised the following groupings of magazine types according to levels of reading difficulty:¹⁴

Level A	Modern Screen Official Detective Romantic Story True Confessions True Detective Mysteries
Level B	Cosmopolitan Liberty McCall's Magazine Redbook Magazine Woman's Home Companion
Level C	Reader's Digest (five different issues)
Level D	The Atlantic Monthly Fortune Harper's Magazine The New Yorker The Saturday Review of Literature
Level E	The American Scholar The Annals of the American Academy of Political and Social Science Foreign Affairs The Virginia Quarterly Review The Yale Review

¹⁴Ibid, p. 26.

Flesch then selected recent issues of each of these magazines, and by a system of random sampling, chose 375 test passages from these issues.

The following factors were used to test the passages. The first three were taken from the Lorge Readability Index, and the last two were added by Flesch:¹⁵

- (1) Number of different hard words
- (2) Number of prepositional phrases
- (3) Average sentence length in words
- (4) Number of abstract words
- (5) Number of affixed morphemes

Flesch's first experiment on adult reading material showed a high correlation between the morpheme factor and the abstract word factor, indicating that the count of affixes was an almost equivalent measure of abstractness. Thus, Flesch eliminated the abstract word factor in favor of the easier-to-recognize morpheme factor.

The number of prepositional phrases proved to indicate little increase along the five-level magazine scale, so this factor was eliminated.

The first factor, the number of different hard words, decreased in its readability predictive value when applied to the more difficult levels established. This factor, too, was eliminated.

¹⁵ Flesch, Marks of Readable Style, p. 26 & 27.

For his second experiment, Flesch retained only the morpheme and sentence length factors, and devised one more element--a count of all references to persons.

The original Flesch formula was thus constructed:

$$.1338 X_s + .0645 X_m - .0659 X_h - .7502$$

where X_s equals the average sentence length in words; X_m equals the number of affixes (the "morpheme factor"); and X_h equals the number of personal references (the "human interest factor").

The table below shows placement of scores:

TABLE III. CLASSIFICATION OF FORMULA SCORES

Class	Reading grade placement by formula	Description	Typical magazine	Reading grade placement
I	up to 5.9	Very easy	(none)	up to 5.9
II	6.0 - 6.9	Easy	True Story	6.0 - 6.9
III	7.0 - 7.9	Fairly easy	Liberty	7.0 - 7.9
IV	8.0 - 8.9	Average difficulty	Reader's Digest	8.0 - 9.9
V	9.0 - 9.9	Fairly difficult	Harper's Magazine	10.0 - 12.9
VI	10.0 - 10.9	Difficult	Yale Review	13.0 - 16.9 (college)
VII	11.0 and up	Very	Scientific Monthly	17.0 and up (college graduate)

The formula quickly gained popularity and was applied to a wide variety of publications. Flesch described these uses:

For example, it has been applied to newspaper reports, advertising copy, government publications, bulletins and leaflets for

farmers, materials for adult education, and children's books. Its validity has been reaffirmed by five independent studies: the formula ratings of psychology textbooks substantially agreed with ratings by students and teachers; the formula scores rated specially edited radio news, newsmagazine, and Sunday news-summary copy "more readable" than comparable newspaper reports; advertisements, rated "more readable" by the formula, showed higher readership figures; and articles that were simplified with the aid of the formula brought increased readership in two successive split-run tests. Since 1943, a number of academic institutions have incorporated the formula in the curriculum of courses in composition, creative writing, journalism, and advertising; it has also been used as the basis of several graduate research projects.¹⁶

Because of its wide-spread popularity and use, Flesch felt it worthwhile to analyze the shortcomings of the formula in order to construct a revision.

Two points of the first formula were re-examined and changed in the revised formula: the basic structure of the original formula gave major emphasis to sentence length, resulting in the fact that this element was often overemphasized. The second element, the number of affixes, was difficult to recognize and tedious to apply.

Other points which Flesch felt were in need of change were (1) the scoring system which ranged from 0 to 7, and (2) the length of time necessary to apply the formula to a 100-word sample--approximately six minutes.

¹⁶The Journal of Applied Psychology, Vol. 32, 1948, p. 221.

Flesch describes the differences between the original formula and the revision:¹⁷

- (1) The sentence-length factor is unchanged. However, the earlier formula contained a computational error due to certain statistics taken from previous work by Dr. Irving Lorge; this error has now been corrected The earlier formula, because of the error, gave too much weight to the sentence factor.
- (2) The affix count has been replaced by a syllable count. This change was made purely for the sake of convenience, since the affix count had proved to be troublesome for many users. Statistically, the correlation between the two measures is .87; in other words, they are practically equivalent.
- (3) The "personal words" have been re-defined; otherwise, this factor has not been changed.
- (4) The "personal sentences" factor is new.
- (5) The new formula was set up so that the user arrives at two scores, one for "reading ease" and one for "human interest." In both scores the ordinary range falls between 0 and 100, so that 0 means "unreadable" and 100 means "100% readable." Of course, there is no such thing as a percentage of readability, but the average person understands best scores that are patterned after percentage figures. Actually, the "100" point in both scores means material that is

¹⁷Rudolf Flesch, The Art of Readable Writing, Collier Books, Harper & Brothers, New York, N.Y., 1962, p. 239.

understandable for people who have finished fourth grade and are therefore, in the language of the Census, "functionally literate".

The count of formula elements was done with the efficient help of Mrs. Patricia Kellogg. The following directions, taken from The Art of Readable Writing, were followed precisely:¹⁸

To estimate the readability ("reading ease" and "human interest") of a piece of writing, go through the following steps:

Step 1. Pick your samples

Unless you want to test a whole piece of writing, take samples. Take enough samples to make a fair test (say, three to five of an article and 25 to 30 of a book). Don't try to pick "good" or "typical" samples. Go by a strictly numerical scheme. For instance, take every third paragraph or every other page. (Ordinarily, the introductory paragraphs of a piece of writing are not typical of its style). Each sample should start at the beginning of a paragraph.

Step 2. Count the number of words

Count the words in your piece of writing. If you are using samples, take each sample and count each word in it up to 100. Count contractions and hyphenated words as one word. Count numbers and letters as words, too, if separated by spaces. For example, count each of the following as one word: 1948, \$19,892, e.g., C.O.D., wouldn't, week-end.

Step 3. Figure the average sentence length

¹⁸ Flesch, The Art of Readable Writing, p. 226-230.

Figure the average sentence length in words for your piece of writing. If you are using samples, do this for all your samples combined. In a 100-word sample, find the sentence that ends nearest to the 100-word mark--that might be at the 94th word or the 109th word. Count the sentences up to that point and divide the number of words in those sentences in all your samples. In counting sentences, follow the units of thought rather than the punctuation: usually sentences are marked off by periods; but sometimes they are marked off by colons or semicolons--like these. (There are three sentences here between two periods.) But don't break up sentences that are merely joined by conjunctions like and or but.

Step 4. Count the syllables

Count the syllables in your 100-word samples and divide the total number of syllables by the number of samples. If you are testing a whole piece of writing, divide the total number of syllables by the total number of words and multiply by 100. This will give you the number of syllables per 100 words. Count syllables the way you pronounce the word; e.g. asked has one syllable, determined three, and pronunciation five. Count the number of syllables in symbols and figures according to the way they are normally read aloud, e.g. two for \$ (dollars) and four for 1916 (nineteen sixteen). However, if a passage contains several or lengthy figures, your estimate will be more accurate if you don't include these figures in your syllable count; in a 100-word sample, be sure to add instead a corresponding number of words after the 100-word mark. If in doubt about syllabication rules, use any good dictionary. (To save time, count all syllables except the first in all words of more than one syllable; then add the total to the number of words tested. It is also helpful to "read silently aloud" while counting.)

Step 5. Count the "personal words"

Count the "personal words" in your 100-word samples and divide the total number of "personal words" by the number of samples. If you are testing a whole piece of writing, divide the total number of "personal words" by the total number of words and multiply by 100. This will give you the number of "personal words" per 100 words.

"Personal words" are:

- (a) All first-, second-, and third-person pronouns except the neuter pronouns it, its, itself, and they, them, their, theirs, themselves if referring to things rather than people.
- (b) All words that have masculine or feminine natural gender, e.g. John Jones, Mary, father, sister, iceman, actress. Do not count common-gender words like teacher, doctor, employee, assistant, spouse. Count singular and plural forms.
- (c) The group words people (with the plural verb) and folks.

Step 6. Count the "personal sentences"

Count the "personal sentences" in your 100-word samples and divide the number of "personal sentences" in all your samples by the number of sentences in all your samples. If you are testing a whole piece of writing, divide the total number of "personal sentences" by the total number of sentences. In both cases multiply by 100. This will give you the number of "personal sentences" per 100 sentences.

"Personal sentences" are:

- (a) Spoken sentences, marked by quotation marks or otherwise, often including speech tags like "he said," set off by colons or commas (e.g. "I doubt it."--We told him: "You can

take it or leave it."--"That's all very well," he replied, showing clearly that he didn't believe a word of what we said.)

(b) Questions, commands, requests, and other sentences directly addressed to the reader (e.g. Does this sound impossible? Imagine what this means.--Do this three times.--You shouldn't overrate these results.--This is a point you must remember.--It means a lot to people like you and me.) But don't count sentences that are only indirectly or vaguely addressed to the reader (e.g. This is typical of our national character.--You never can tell.)

(c) Exclamations (e.g. It's unbelievable!)

(d) Grammatically incomplete sentences whose full meaning has to be inferred from the context (e.g. Doesn't know a word of English.--Handsome, though.--Well, he wasn't.--The minute you walked out.)

If a sentence fits two or more of these definitions, count it only once.

Step 7. Find your "reading ease" score

Using the average sentence length in words (Step 3) and the number of syllables per 100 words (Step 4), find your "reading ease" score:

Multiply the average sentence length by 1.015
Multiply the number of syllables per 100 words by .846
Add	
Subtract this sum from	206.835
Your "reading ease" score is

The "reading ease" score will put your piece of writing on a scale between 0 (practically unreadable) and 100 (easy for any literate person).

Step 8. Find your "human interest" score

Using the number of "personal words" per 100 words (step 5) and the number of "personal sentences" per 100 sentences (step 6), find your "human interest" score:

Multiply the number of "personal words" per 100 words by 3.635

Multiply the number of "personal sentences" per 100 sentences by .314

The total is your "human interest" score

The "human interest" score will put your piece of writing on a scale between 0 (no human interest) and 100 (full of human interest).

In applying the twin formulas, remember that the "reading ease" formula measures length (the longer the words and sentences, the harder to read) and the "human interest" formula measures percentages (the more "personal" words and sentences, the more human interest).

Other interpretations of the scores may be made from the three following tables taken from the same source:¹⁹

¹⁹ Ibid., pp. 162-165

TABLE IV. CLASSIFICATION OF READING EASE SCORES

Description of Style	Ave. Sent. Length	Ave. No. Syll. per 100 words	Reading Ease Score	Est. School Grade Completed	Est. % U.S. Adults
Very Easy	Up to 8	Up to 123	90-100	4th	93
Easy	11	131	80-90	5th	91
Fairly Easy	14	139	70-80	6th	88
Standard	17	147	60-70	7th-8th	83
Fairly Diff.	21	155	50-60	Some H.S.	54
Difficult	25	167	30-50	H.S. or some Coll.	33
Very Diff.	29 up	192 up	0-30	College	4½

In his explanation of Table IV, Flesch states:²⁰

You'll notice that I have changed the "reading" grade column into a "school grades completed" column, so that fifth-grade reading is listed here as reading for someone who has completed fourth grade. I did this to follow the Census way of describing people's education; But does that mean that "standard" reading--readable for 83 percent of the American people--is the kind of reading they will always go for? Does it mean that "very difficult" reading is the kind most college graduates will curl up with on a rainy evening? It does not. The typical reader for each readability level will usually be found in the next higher educational bracket--and sometimes the gap will be even wider. Time magazine, which boasts of its readership among top executives, is written in breezy, high-school-level English; and Presidents and Supreme Court Justices have been known to devour extremely easy-to-read mystery stories.

²⁰ Ibid., p. 163

For a further classification of reading ease scores, Flesch developed the table given below:

TABLE V. CLASSIFICATION OF READING EASE SCORES BY MAGAZINE

Reading Ease Score	Typical Magazine
90 to 100	Comics
80 to 90	Pulp fiction
70 to 80	Slick fiction
60 to 70	Digests
50 to 60	Quality
30 to 50	Academic
0 to 30	Scientific

A general classification of human-interest scores can be made from still another table developed by Flesch:

TABLE VI. CLASSIFICATION OF HUMAN-INTEREST SCORES

Description of Style	% "Personal Words"	% "Personal Sentences"	Human Interest Score	Typical Magazine
Dull	2 or less	0	0-10	Scientific
Mildly Interesting	4	5	10-20	Trade
Interesting	7	15	20-40	Digests
Highly Interesting	10	43	40-60	<u>New Yorker</u>
Dramatic	17 or more	58 or more	60-100	Fiction

Explaining Table VI, Flesch says:²¹

As you see, the magazine lineup here is a little different from that on the other table. According to average "reading ease" scores, The New Yorker is harder to read than, say, the Reader's Digest, but according to "human interest" scores, it is more interesting. Which means that some Reader's Digest readers will find The New Yorker too sophisticated, while some New Yorker readers will find the Reader's Digest dull. In other words, the two measurements apply to different dimensions; if you want to be sure you're writing for your audience, you have to consider both.

²¹Ibid., p. 165

CHAPTER IV

SUMMARY AND CONCLUSIONS

The overall, general hypothesis adopted before this study was begun was this: Since world-wide news flowing from the wires of the Associated Press is read by millions of persons each day, Press writers must be keenly aware of readability and the necessity of writing to be understood by the greatest number of readers. This awareness was displayed in the fact that Associated Press writers underwent Flesch's year-long campaign for easier-to-read copy in 1948. Locally-written news in the smaller dailies, however, is not usually subjected to analysis by formula. While local editors may strive for understandable copy, this effort is ordinarily not made with the aid of an organization hired to test readability by formula on a large scale. Thus, it seems reasonable to assume that a test of both Associated Press and locally-written copy would show the Associated Press copy to score higher on the Flesch scale than locally-written copy.

Perhaps the most surprising result of this study was the fact that the score of the sum total of 107 locally-written articles in the three newspapers rated higher on the Flesch reading-ease scale than did the sum total of

the 162 Associated Press stories. The score for the locally-written copy was 46.606, the Associated Press score was 43.730. However, while local news did score higher, the difference between the two scores was not sufficient to put local news into a higher bracket on Table IV. Both scores fall within the "difficult" range. Accordingly, readers of copy of this difficulty would need at least some high school education. Only 33 per cent of United States adults fall into this category. Both Associated Press and locally-written copy were found to be comparable to "academic" magazines in reading difficulty.

Human interest scores of both local and Associated Press stories rated higher on the scale than did their reading ease scores. The overall total of locally-written news scored 24.479 as compared with the Associated Press score of 25.264. Both scores fell into the "interesting" category in Table VI and may be compared with digest magazines in interest. While the Associated Press stories scored slightly higher than locally-written news, here again the difference was not sufficient to put that score into a higher category.

A complete breakdown of words, sentences, and syllable count for both locally-written and Associated Press copy may be found in Appendix A. Formula factors used in

determining Human-Interest scores for total locally-written and Associated Press copy are given in Appendix B.

The table below shows Reading Ease and Human-Interest scores of locally-written copy tested in each of the three newspapers.

TABLE VII. FORMULA SCORES OF LOCALLY-WRITTEN COPY

Newspaper	Reading Ease Score	Human-Interest Score
Rapid City Journal	49.990	27.643
Aberdeen American-News	50.498	24.322
Sioux Falls Argus Leader	41.530	26.635

From the above table it can be noted that of the three newspapers tested, the Aberdeen American-News scored highest on the Reading Ease scale while the Sioux Falls Argus Leader rated lowest. Again, the difference in scores was not sufficient to put any one newspaper into a higher bracket than the others. All three newspapers fall into the "difficult" range on Table IV.

Human-Interest scores of all three newspapers fall into the "interesting" category in Table VI; however, within the range of this category, the Rapid City Journal was higher than the other two newspapers.

The table below shows Reading Ease and Human-Interest scores of randomly selected Associated Press copy tested in each of the three newspapers.

TABLE VIII. FORMULA SCORES OF ASSOCIATED PRESS COPY

Newspaper	Reading Ease Score	Human-Interest Score
Rapid City Journal	38.654	34.104
Aberdeen American-News	46.267	25.578
Sioux Falls Argus-Leader	43.861	27.643

Human-Interest scores for Associated Press copy almost reverse their Reading Ease scores. The Rapid City Journal scores highest in Human-Interest, while the Aberdeen American-News is lowest on the scale. The Sioux Falls Argus Leader remains in the middle for both Reading Ease and Human-Interest. Reading Ease scores of all three newspapers were "difficult" while Human-Interest scores fell into the "interesting" category on Table VI.

Appendices I through T list Reading Ease and Human-Interest scores for individual locally-written and Associated Press stories in each of the issues of the three newspapers tested.

It should also be noted that while Reading Ease scores

show several negative results (Appendices M and O), there can actually be no negative end of the scale. Zero indicates very difficult or almost unreadable copy comparable in difficulty to scientific material. A minus 75, then, would indicate, comparatively, less than readable, which, of course, is not possible. These negative scores were obtained because of the vast number of syllables per 100 words in the copy which contained numerous numerical listings. In his directions for use of the formula, Flesch suggests that if a 100-word sample contains many numbers, another 100-word sample be substituted in its place. However, since stories were selected randomly and since the full text of each story was tested rather than 100-word samples, no substitution was possible.

Referring back to the questions (page 8) this research attempts to answer, total Reading Ease scores tend to show Associated Press copy slightly less readable than local copy. Human-Interest scores show wire copy slightly more interesting than local copy. Minus scores of both locally-written and Associated Press copy tend to balance each other and thus do not affect total scores appreciably.

A general conclusion which can be drawn from these figures is that wire copy is now written on a more

difficult level than it was during the year Flesch acted as readability consultant for the Associated Press. At that time, tested copy fell into the "standard" category, as compared with the "difficult" finding for copy tested here.

Figures also indicate that while local reporters do write in the "difficult" range, their copy is equal and very slightly superior to Associated Press copy as compared on the Flesch Reading Ease scale.

South Dakotans, then, are presented with news, both locally-written and Associated Press copy, of such reading difficulty that only 33 per cent of United States adults find the copy "comfortable."

Scores for both Reading Ease and Human Interest of the three newspapers tested show a wide range. It should be noted here, however, that the number of different writers involved is not known for either local or wire copy. If only one writer were involved, perhaps scores would not be so erratic.

The type of story undoubtedly affects the score as was previously pointed out in the discussion of minus scores. A story with many numbers would necessarily have more syllables per 100 words and hence a lower score on both scales. A story which refers to a number of persons, quoting their statements, would have a higher human

interest score than one which lists, say, points earned at a rodeo.

It should be stressed that any formula designed to test readability has sprung from a science yet in its infancy. Much additional research could be done to sharpen the tools of readability measurement.

Probably the most needed area of research regarding readability formulas is discussed by Richard Powers and Bryant Kears in their article "Further Directions for Readability Research";²²

At the top of the list of urgent readability research is the need for a set of tested adult-reading passages, graded as to difficulty by empirical studies with a large number of adults at various levels of reading skill.

To build a valid readability formula it has been considered necessary to start with a set of written passages at various known levels of difficulty. Many of our present formulas--Flesch, Dale-Chall, Farr-Jenkins-Paterson, and Gunning among them--were calculated or derived from calculations on tests for which grade school children were the subjects.

This has two distinct drawbacks as far as journalistic writing is concerned: a) school reading tests do not offer a very wide range of difficulty on which to build a formula, and b) journalistic writing is usually meant for adults, whose reading abilities may differ in nature, as well as in degree, from those of school children.

²² Richard D. Powers and Bryant E. Kears, "Further Directions for Readability Research," Journalism Quarterly, Vol. 35, No. 4, Fall 1958, p. 427.

To develop suitable adult reading tests would be a major undertaking--much more difficult than the development of present tests with school children, because it is hard to find enough adults in situations where they can be adequately tested. Furthermore, much basic research would have to precede such a development. This would involve such decisions as who should be tested, what subjects the test passages should cover, what facets of reading ability should be tapped, what questions would test these aspects of ability, and what level of understanding would constitute "comprehension."

The concept of readability itself is not easy to grasp. This writer worked through the two Flesch formulas with three sections of students enrolled in a commercial correspondence course. A simplified version of the formula was given in the text book, and students were guided through a test of their own writing using the numerical formulas described here. A great deal of emphasis was placed on the significance of short words and short sentences in obtaining a high rating on the Reading Ease scale. Students seemed to encounter the most difficulty in counting syllables.

A week later this question was asked of one section in the mid-semester test: What two elements of writing are most important to get a high score on the Reading Ease half of the formula?

Surprisingly enough, only one student was able to answer correctly. This perhaps indicates that the

concept of readability itself is of such an abstract nature as to warrant a sharpening of the definition as well as the techniques involved in its measurement.

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APPENDIX A

TABLE 1. SUMMARY OF DATA FOR THE 1971-72 FISHING YEAR

1. Total catch (tons)	31,333
2. Total effort (days)	2,118
3. Average catch per day (tons)	14,801
4. Total value (million dollars)	17
5. Total cost (million dollars)	100

APPENDICES

TABLE 2. SUMMARY OF DATA FOR THE 1972-73 FISHING YEAR

1. Total catch (tons)	1,333
2. Total effort (days)	100
3. Average catch per day (tons)	13
4. Total value (million dollars)	1.33

APPENDIX A

BREAKDOWN OF FORMULA FACTORS USED IN READING EASE FORMULA
FOR TOTAL LOCALLY-WRITTEN COPY

Number of words	33,993
Number of sentences	2,116
Number of syllables	62,691
Average sentence length	17
Average number of syllables per 100 words	169

BREAKDOWN OF FORMULA FACTORS USED IN HUMAN-INTEREST FORMULA
FOR TOTAL LOCALLY-WRITTEN COPY

Number of personal words	2,242
Number of personal sentences	180
Percentage of personal words	6%
Percentage of personal sentences	8.5%

APPENDIX B

BREAKDOWN OF FORMULA FACTORS USED IN READING EASE FORMULA
FOR TOTAL ASSOCIATED PRESS COPY

Number of words	48,232
Number of sentences	2,502
Number of syllables	82,199
Average sentence length	19
Average number of syllables per 100 words	170

BREAKDOWN OF FORMULA FACTORS USED IN HUMAN-INTEREST FORMULA
FOR TOTAL ASSOCIATED PRESS COPY

Number of personal words	3,144
Number of personal sentences	288
Percentage of personal words	6%
Percentage of personal sentences	11%

APPENDIX C

BREAKDOWN OF FORMULA FACTORS USED IN READING EASE FORMULA
FOR LOCALLY-WRITTEN COPY IN RAPID CITY JOURNAL

Number of words	11,654
Number of sentences	688
Number of syllables	19,249
Average sentence length	17
Average number of syllables per 100 words	165

BREAKDOWN OF FORMULA FACTORS USED IN HUMAN-INTEREST FORMULA
FOR LOCALLY-WRITTEN COPY IN RAPID CITY JOURNAL

Number of personal words	863
Number of personal sentences	49
Percentage of personal words	7%
Percentage of personal sentences	7%

APPENDIX D

BREAKDOWN OF FORMULA FACTORS USED IN READING EASE FORMULA
FOR ASSOCIATED PRESS COPY IN RAPID CITY JOURNAL

Number of words	13,626
Number of sentences	706
Number of syllables	23,956
Average sentence length	19
Average number of syllables per 100 words	176

BREAKDOWN OF FORMULA FACTORS USED IN HUMAN-INTEREST FORMULA
FOR ASSOCIATED PRESS COPY IN RAPID CITY JOURNAL

Number of personal words	1,034
Number of personal sentences	112
Percentage of personal words	8%
Percentage of personal sentences	16%

APPENDIX E

BREAKDOWN OF FORMULA FACTORS USED IN READING EASE FORMULA
FOR LOCALLY-WRITTEN COPY IN ABERDEEN AMERICAN-NEWS

Number of words	7,292
Number of sentences	377
Number of syllables	11,782
Average sentence length	19
Average number of syllables per 100 words	162

BREAKDOWN OF FORMULA FACTORS USED IN HUMAN-INTEREST FORMULA
FOR LOCALLY-WRITTEN COPY IN ABERDEEN AMERICAN-NEWS

Number of personal words	417
Number of personal sentences	29
Percentage of personal words	6%
Percentage of personal sentences	8%

APPENDIX F

BREAKDOWN OF FORMULA FACTORS USED IN READING EASE FORMULA
FOR ASSOCIATED PRESS COPY IN ABERDEEN AMERICAN-NEWS

Number of words	20,063
Number of sentences	1,040
Number of syllables	33,597
Average sentence length	19
Average number of syllables per 100 words	167

BREAKDOWN OF FORMULA FACTORS USED IN HUMAN-INTEREST FORMULA
FOR ASSOCIATED PRESS COPY IN ABERDEEN AMERICAN-NEWS

Number of personal words	1,139
Number of personal sentences	123
Percentage of personal words	6%
Percentage of personal sentences	12%

APPENDIX G

BREAKDOWN OF FORMULA FACTORS USED IN READING EASE FORMULA
FOR LOCALLY-WRITTEN COPY IN SIOUX FALLS ARGUS LEADER

Number of words	18,047
Number of sentences	1,051
Number of syllables	31,660
Average sentence length	17
Average number of syllables per 100 words	175

BREAKDOWN OF FORMULA FACTORS USED IN HUMAN-INTEREST FORMULA
FOR LOCALLY-WRITTEN COPY IN SIOUX FALLS ARGUS LEADER

Number of personal words	962
Number of personal sentences	102
Percentage of personal words	5%
Percentage of personal sentences	10%

APPENDIX H

BREAKDOWN OF FORMULA FACTORS USED IN READING EASE FORMULA
FOR ASSOCIATED PRESS COPY IN SIOUX FALLS ARGUS LEADER

Number of words	14,543
Number of sentences	756
Number of syllables	24,646
Average sentence length	19
Average number of syllables per 100 words	169

BREAKDOWN OF FORMULA FACTORS USED IN HUMAN-INTEREST FORMULA
FOR ASSOCIATED PRESS COPY IN SIOUX FALLS ARGUS LEADER

Number of personal words	971
Number of personal sentences	53
Percentage of personal words	7%
Percentage of personal sentences	7%

APPENDIX I

TABLE IX. READING EASE FORMULA FACTORS OF INDIVIDUAL LOCALLY-WRITTEN
STORIES IN RAPID CITY JOURNAL

Randomly Selected Issue	Identification Line	Words	Sent.	Syll.	Ave. Sent. Length	Syll. per 100 Wds.	Reading Ease Score
7-5-62	Round-up Heads Into	656	58	1,246	11	200	26.470
7-5-62	Illinois Youth Drowns	84	4	133	21	160	50.160
7-6-62	Trailer Fire Suffocates	150	10	246	15	160	56.250
7-6-62	Buffalo, Wyo. Cowboy	586	58	1,217	10	210	19.025
7-20-62	Red Cross Finds Flood	674	35	1,051	19	160	52.190
7-20-62	Beauty Pageant Opens	784	31	1,277	25	160	46.100
7-20-62	Illinois Cyclists Aim	374	25	525	15	140	63.170
7-20-62	Hot Springs Publisher	122	7	204	17	170	45.760
7-20-62	Man Wounded in Scuffle	124	7	214	17	170	45.760
7-24-62	Pedestrian is City's	222	12	359	19	160	52.190
7-27-62	Self-Inflicted Wound	124	10	294	19	160	52.190
7-27-62	Sun Shines on Gold	413	19	659	22	160	49.145
8-9-62	Car Mishap Claims Life	238	13	359	19	150	60.650
8-9-62	Severe Weather Warning	92	5	137	18	149	62.511
8-9-62	Mrs. Michael Bound	155	7	269	21	173	38.147
8-9-62	City Goes Western	503	36	849	14	169	49.651
8-31-62	Long-Range Highway	766	39	1,296	20	169	33.561
8-31-62	Trucker Dies After Crash	276	16	432	17	157	56.758
8-31-62	Hermosa Girl Is Run Over	123	12	186	10	151	68.939
8-31-62	Legislators Begin Day	154	13	255	12	170	50.835
8-31-62	Rail Strike Halts	573	26	891	22	155	53.375

TABLE IX. (Continued)

Randomly Selected Issue	Identification Line	Words	Sent.	Syll.	Ave. Sent. Length	Syll. per 100 Wds.	Reading Ease Score
9-17-62	Bridge Crash Kills Youth	362	22	587	16	162	53.543
9-17-62	Attempt to Select Jury	287	16	442	18	154	57.281
10-19-62	Shaw, Young to be	391	21	615	19	157	54.728
10-19-62	Meteors Pelt West	781	31	1,244	25	160	46.100
10-26-62	Room on Rushmore	402	23	638	17	165	57.604
11-16-62	S.D. Fatalities Include	141	13	229	11	162	58.618
11-16-62	Elderly Man Found Dead	119	8	188	15	158	57.942
11-30-62	Jackson County Sheriff Quits	154	10	266	15	173	45.252
11-30-62	Sectional Thinking Must	638	31	1,074	21	170	41.700
1-11-63	Giant Cold Cell Gives	471	33	797	14	170	48.800
1-11-63	Hills Men Seek Sewage	186	10	320	19	172	42.038
4-15-63	NO LOCAL NEWS IN THIS ISSUE						
5-13-63	Daring pair rides Cycles	322	20	503	16	156	58.619
5-13-63	Boeing Employees Await	146	7	247	21	170	41.700

APPENDIX J

TABLE X. HUMAN INTEREST FORMULA FACTORS OF INDIVIDUAL LOCALLY-RITTEN STORIES IN RAPID CITY JOURNAL

Randomly Selected Issue	Identification Line	Words	Sent.	Pers. Words	Pers. Sent.	% Pers. Words	% Pers. Sent.	Human Interest Score
7-5-62	Round-up Heads Into	656	58	70	0	11	0	39.985
7-5-62	Illinois Youth Drowns	84	4	8	0	10	0	36.350
7-6-62	Trailer Fire Suffocates	150	10	14	0	10	0	36.350
7-6-62	Buffalo, Wyo. Cowboy	586	58	77	0	13	0	47.255
7-20-62	Red Cross Finds	674	35	27	3	4	9	17.366
7-20-62	Beauty Pageant Opens	784	31	63	3	8	12	32.843
7-20-62	Illinois Cyclists Aim	374	25	39	11	10	44	50.166
7-20-62	Hot Springs Publisher	122	7	20	0	16	0	58.160
7-20-62	Man Wounded in Scuffle	124	7	13	0	10	0	36.350
7-24-62	Pedestrian is City's	222	12	17	0	8	0	29.080
7-27-62	Self-Inflicted Wound	185	10	21	0	11	0	39.985
7-27-62	Sun Shines on Gold	413	19	67	0	14	0	50.890
8-9-62	Car Mishap Claims Life	238	13	11	0	5	0	18.175
8-9-62	Severe Weather Earning	92	5	0	0	0	0	-----
8-9-62	Mrs. Michael Bound	155	7	16	0	10	0	36.350
8-9-62	City Goes Western	503	36	50	0	10	0	36.350
8-31-62	Long-Range Highway	766	39	45	3	6	.4	21.935
8-31-62	Trucker Dies After Crash	276	16	17	0	6	0	21.810
8-31-62	Hermosa Girl is Run Over	123	12	13	0	11	0	39.985
8-31-62	Legislators Begin Day	154	13	6	0	4	0	14.540
8-31-62	Rail Strike Halts	573	26	9	0	5	0	18.175

TABLE X. (Continued)

Randomly Selected Issue	Identification Line	Words	Sent.	Pers. Words	Pers. Sent.	% Pers. Words	% Pers. Sent.	Human Interest Score
9-17-62	Bridge Crash Kills Youth	362	22	29	0	8	0	29.080
9-17-62	Attempt to Select Jury	287	16	14	0	5	0	18.175
10-19-62	Shaw, Young to Be	391	21	41	0	10	0	36.350
10-19-62	Meteors Felt West	781	31	27	0	3	0	10.905
10-26-62	Room on Rushmore	402	23	62	9	15	39	66.771
11-16-62	S.D. Fatalities	141	13	6	0	4	0	14.540
11-16-62	Elderly Man Found Dead	119	8	4	0	3	0	10.905
11-30-62	Jackson County Sheriff	154	10	14	0	9	0	32.715
11-30-62	Sectional Thinking Must Go	638	31	36	9	6	29	30.916
1-11-63	Giant Cold Cell Gives	471	33	3	0	.6	0	2.181
1-11-63	Hills Men Seek Sewage	186	10	10	3	5	30	30.595
4-15-63	NO LOCAL NEWS IN THIS ISSUE							
5-13-63	Daring Pair Rides Cycles	322	20	20	8	6	40	34.370
5-13-63	Boeing Employees Await	146	7	4	0	3	0	10.905

APPENDIX K

TABLE XI. READING EASE FORMULA FACTORS OF INDIVIDUAL LOCALLY-WRITTEN STORIES IN ABERDEEN AMERICAN-NEWS

Randomly Selected Issue	Identification Line	Words	Sent.	Syll.	Ave. Sent. Length	Syll. per 100 Wds.	Reading Ease Score
9-14-62	Show Band "Pocks"	906	60	1,308	15	144	69.806
9-26-62	Republican Popularity	405	30	741	14	183	37.807
9-26-62	Early Pay Eases Rush	158	5	233	32	147	49.993
11-20-62	Christmas City Dons	253	11	364	33	147	48.978
12-7-62	Campbell's Feud	796	32	1,268	25	159	46.946
12-10-62	Sioux Joins	471	23	734	20	156	54.558
12-10-62	Hub City Dons	44	3	61	15	139	74.016
1-29-63	15 is Top Since 17th	103	6	164	17	159	55.066
1-31-63	Mound City Agrees	652	21	1,048	31	161	39.164
3-4-63	Special Levy Will Be	419	19	645	22	154	54.121
3-6-63	Weather is Far Cry	159	8	242	20	152	57.943
3-6-63	Chamber Requests Meet	565	25	996	23	176	34.594
3-25-63	Trucker is Lucky Man	169	9	240	19	142	67.418
4-10-63	S.D. Poll 1963 Legislatures	674	46	1,187	15	176	42.714
4-10-63	Donahue Ousts McNeary	704	36	1,209	20	172	41.023
4-10-63	Victor Says Thank You	176	9	292	20	166	46.099
4-26-63	Plane Crash East	317	16	526	20	166	46.099
4-30-63	Spring is Back After	133	8	203	17	153	58.142
4-30-63	Let's Wake Up	188	10	321	19	171	42.142
6-4-63	NO LOCAL NEWS IN THIS ISSUE						
6-25-63	NO LOCAL NEWS IN THIS ISSUE						

APPENDIX L

TABLE XII. HUMAN INTEREST FORMULA FACTORS OF INDIVIDUAL LOCALLY-WRITTEN STORIES IN ABERDEEN AMERICAN-NEWS

Randomly Selected Issue	Identification Line	Words	Sent.	Pers. Words	Pers. Sent.	% Pers. Words	% Pers. Sent.	Human Interest Score
9-14-62	Show Band "Rocks"	906	60	120	11	13	18	52.907
9-26-62	Republican Popularity	405	30	33	0	8	0	29.080
9-26-62	Early Pay Eases Rush	158	5	10	0	6	0	21.810
11-20-62	Christmas City Dons	253	11	7	0	3	0	10.905
12-7-62	Campbells Feud	796	32	38	0	5	0	18.175
12-10-62	Sioux Joins in Mound	471	23	10	0	2	0	7.270
12-10-62	Hub City Dons	44	3	0	0	0	0	-----
1-29-63	15 is Top Since 17th	103	6	0	0	0	0	-----
1-31-63	Mound City Agrees	692	21	43	8	7	38	37.377
3-4-63	Special Levy Will Be	419	19	9	0	2	0	7.270
3-6-63	Weather is Far Cry	159	8	0	1	0	13	4.082
3-6-63	Chamber Requests Meet	565	25	21	3	4	12	18.308
3-25-63	Trucker is Lucky Man	169	9	15	0	9	0	32.715
4-10-63	S.D. Poll 1963 Legislature	674	46	15	0	2	0	7.270
4-10-63	Donahue Ousts McNeary	704	36	40	0	6	0	21.810
4-10-63	Victor Says Thank You	176	9	25	6	14	66	71.614
4-26-63	Plane Crash East	317	16	22	0	7	0	25.445
4-30-63	Spring is Back After	133	8	1	0	.8	0	2.098
4-30-63	Let's Wake Up	188	10	8	0	4	0	14.540
6-4-63	NO LOCAL NEWS IN THIS ISSUE							
6-25-63	NO LOCAL NEWS IN THIS ISSUE							

APPENDIX M

TABLE XIII. READING EASE FORMULA FACTORS OF INDIVIDUAL LOCALLY-WRITTEN STORIES IN SIOUX FALLS ARGUS-LEADER

Randomly Selected Issue	Identification Line	Words	Sent.	Syll.	Ave. Sent. Length	Syll. per 100 wds.	Reading Ease Score
7-18-62	S.F. May Get 4th Airline	137	6	237	23	170	39.670
7-18-62	Event Signals Start	890	42	1,503	21	169	42.546
7-18-62	Drivers Note	115	9	169	13	146	70.124
8-3-62	Egyptian Theater	223	12	344	19	153	57.112
8-3-62	Eielski in New Blast	221	7	374	31	169	32.396
8-3-62	S.F. Man, Son, Die	152	11	244	14	160	57.265
8-3-62	Ken Earns Honors	394	19	580	21	147	61.158
8-3-62	S.D. Image To Be Taken	243	14	410	17	169	46.606
8-23-62	3 Counties Involved	115	5	188	23	163	45.266
8-23-62	Boys Caught in Burglary	141	8	243	23	172	61.323
11-5-62	Police Auction	78	4	122	20	156	54.559
11-5-62	County Voters Will Decide	609	40	1,058	15	173	45.252
11-5-62	Commission Moves Up	758	48	1,465	16	193	27.317
11-5-62	S.F. Hunter Has Heart Attack	150	8	262	19	173	39.500
11-5-62	Fire, Police Chiefs Study	486	25	893	19	183	32.732
11-5-62	Crusinberry Pulls	148	10	234	15	158	57.942
11-8-62	Mrs. Roosevelt Visited	64	5	118	13	184	37.976
11-8-62	Focus Centered (County)	712	36	1,196	20	168	44.407
11-8-62	Focus Centered (Federal)	336	13	631	26	187	22.243
11-8-62	McGovern's Thin	463	20	829	23	179	32.056
11-8-62	United Fund Pledge	164	8	403	21	246	-22.596

TABLE XIII. (Continued)

Randomly Selected Issue	Identification Line	Words	Sent.	Syll.	Ave. Sent. Length	Syll. per 100 wds.	Reading Pase Score
11-14-62	Russian Cagers Flying	526	37	783	14	148	67.417
11-14-62	Terrace Bathhouse Sold	40	3	61	13	153	64.202
11-14-62	Minnehaha Canvass	603	92	1,789	7	296	-50.386
11-14-62	Both Senate Race Probers	238	12	439	20	185	30.025
11-29-62	Liquor License Policy	625	23	1,009	27	161	43.224
11-29-62	Contractor Says Strikers	395	17	646	23	163	45.592
11-29-62	Mound City Office	541	21	949	26	176	30.549
1-14-63	High School Issue	404	18	728	22	180	31.549
1-14-63	Temp. Keeps S.E. Shining	142	9	221	16	156	58.619
1-17-63	Minnehaha Commissioners	117	6	199	20	170	42.715
3-15-63	S.F. Sets May 5 Polio	191	10	322	19	168	45.422
3-15-63	Hartford Trio Nabbed	342	19	576	18	169	45.591
3-15-63	Fans Hope "A" Will Come	409	22	613	19	150	60.650
3-25-63	Sunday's High Near	95	5	153	19	161	70.629
3-25-63	800 Registered	808	48	1,422	17	176	40.684
3-25-63	Mundt Favors Cut	627	38	1,059	16	169	47.621
3-25-63	Man Plunges	311	14	461	22	150	57.605
3-25-63	Fast Work Saves Life	158	9	251	18	159	54.051
3-25-63	McCaunt Announces Plan	783	56	1,574	14	201	22.579
4-19-63	3 More Checks Involved	285	18	580	16	203	18.857
4-19-63	Gibson Picks Up	146	8	243	19	166	47.114

TABLE XIII. (Continued)

Randomly Selected Issue	Identification Line	Words	Sent.	Syll.	Ave. Sent. Length	Syll. per 100 Wds.	Reading Ease Score
4-19-63	John A. Kennedys Donate	161	11	253	15	159	57.096
4-19-63	Brandon Valley	973	58	1,593	17	163	51.682
5-31-63	Sherwyn Hotel Closing	360	19	616	19	171	42.884
5-31-63	S.F. Plant Getting First	369	20	672	18	182	34.593
6-7-63	Zoo Gift From Cosmopolitans	65	5	98	13	151	65.894
6-7-63	Juveniles Admit Arson	222	15	375	15	170	47.790
6-7-63	S.F. Dog's Leap	241	17	395	15	164	53.881
6-7-63	Arca Tornado	98	3	155	33	158	39.672
6-7-63	Park Ride Concession	330	18	506	18	153	59.127
6-21-63	S.F. Burglary Ring	701	44	1,186	16	171	35.929
6-21-63	Sheriff Corrects Report	49	2	68	25	139	63.866
6-21-63	NAACP in City Given Permit	93	4	152	23	163	45.592

APPENDIX N

TABLE XIV. HUMAN INTEREST FORMULA FACTORS OF INDIVIDUAL LOCALLY-WRITTEN STORIES IN SIOUX FALLS ARGUS-LEADER

Randomly Selected Issue	Identification Line	Words	Sent.	Pers. Words Sent.	% Pers. Words Sent.	% Pers. Sent.	Human Interest Score
7-18-62	S.F. May Get 4th Airline	137	6	2	0	0	7.270
7-18-62	Event Signals Start	890	42	35	0	0	14.540
7-18-62	Drivers Note	115	9	2	0	0	7.270
8-3-62	Egyptian Theater	223	12	8	0	0	14.540
8-3-62	Bielski in New Blast	221	7	16	3	43	38.947
8-3-62	S.F. Man, Son, Die	152	11	23	0	0	50.890
8-3-62	Ken Earns Honors	394	19	30	0	0	29.080
8-3-62	S.D. Image to Be Taken	243	14	11	1	7	20.373
8-23-62	3 Counties Involved	115	5	8	0	0	25.445
8-23-62	Boys Caught in Burglary	141	8	7	0	0	18.175
11-5-62	Police Auction	78	4	0	0	0	-----
11-5-62	County Voters Will Decide	609	40	6	0	0	3.635
11-5-62	Commission Moves Up	758	48	8	0	0	3.635
11-5-62	S.F. Hunter Has Heart Attack	150	8	27	0	0	65.430
11-5-62	Fire, Police Chiefs	486	25	17	0	0	12.359
11-5-62	Crusinberry Pulls	148	10	18	0	0	43.620
11-8-62	Mrs. Roosevelt Visited	64	5	6	0	0	32.715
11-8-62	Focus Centered (County)	712	36	21	0	0	10.905
11-8-62	Focus Centered (Federal)	336	13	16	0	0	18.175
11-8-62	McGovern's Thin	463	20	39	8	4	30.336
11-8-62	United Fund Pledge	164	8	8	0	0	18.175

TABLE XIV. (Continued)

Randomly Selected Issue	Identification Line	Words	Sent.	Pers. Words	Pers. Sent.	% Pers. Words	% Pers. Sent.	Human Interest Score
11-14-62	Russian Cagers Flying	526	37	42	18	8	50	44.780
11-14-62	Terrace Bathhouse Sold	40	3	1	0	3	0	10.905
11-14-62	Minnehaha Canvass	603	92	88	0	14	0	50.890
11-14-62	Both Senata Race Probers	238	12	28	0	12	0	43.620
11-29-62	Liquor License Policy	625	23	17	1	3	4	12.161
11-29-62	Contractor Says Strikers	395	17	29	12	7	70	47.425
11-29-62	Mound City Office	541	21	7	3	1	14	8.031
1-14-63	High School Issue	404	18	1	0	6	0	21.610
1-14-63	Temp. Keeps S.F. Shining	142	9	0	0	0	0	-----
1-17-63	Minnehaha Commissioners	117	6	5	0	4	0	14.540
3-15-63	S.F. Sets May 5 Polio	191	10	1	0	10	0	36.350
3-15-63	Hartford Trio Nabbed	342	19	27	0	8	0	29.080
3-15-63	Fans Hope "A" Will Come	409	22	16	3	4	14	18.936
3-25-63	Sunday's High Year	95	5	0	0	0	0	-----
3-25-63	800 Registered	608	48	51	17	6	35	32.800
3-25-63	Mand. Favors Cut	627	38	65	8	10	21	42.944
3-25-63	Nan Plunges From	311	14	29	1	9	7	34.913
3-25-63	Fast Work Saves Life	158	9	24	0	15	0	54.525
3-25-63	McCant Announces Plan	783	56	18	0	2	0	7.270
4-19-63	3 More Checks Involved	285	18	22	0	8	0	29.080
4-19-63	Gibson Picks Up	146	8	5	0	3	0	10.905

TABLE XIV. (Continued)

Randomly Selected Issue	Identification Line	Words	Sent.	Pers. Words	Pers. Sent.	% Pers. Words	% Pers. Sent.	Human Interest Score
4-19-63	John A. Kennedys Donate	161	11	2	7	18	18	31.097
4-19-63	Brandon Valley	973	58	47	20	5	34	28.851
5-31-63	Sherwyn Hotel	360	19	17	0	5	0	18.175
5-31-63	S.F. Plant Getting	369	20	0	0	0	0	-----
6-7-63	Zoo Gift From Cosmopolitans	65	5	1	0	2	0	7.270
6-7-63	Juveniles Admit Arson	222	15	14	0	6	0	21.810
6-7-63	S.F. Plant Getting	241	17	22	0	9	0	32.715
6-7-63	Area Tornado Warning	98	3	0	0	0	0	-----
6-7-63	Park Ride Concession	350	18	28	5	8	28	37.872
6-21-63	S.F. Burglary Ring	701	44	28	0	4	0	14.540
6-21-63	Sheriff Corrects Report	49	2	6	0	12	0	43.620
6-21-63	NAACP in City Given Permit	93	4	4	0	4	0	14.540

APPENDIX 0

TABLE XV. READING EASE FORMULA FACTORS OF INDIVIDUAL ASSOCIATED PRESS STORIES IN RAPID CITY JOURNAL

Issue	Randomly Selected Story	Words	Sent.	Syll.	Ave. Sent. Length	Syll. per 100 Wds.	Reading Ease Score
7-5-62	U.S. Develops Electronic Lock	440	18	816	24	185	25.965
7-5-62	Threats of Violence	282	14	816	20	289	-57.959
7-5-62	Collision Kills	151	8	246	19	163	49.652
7-6-62	Paris Execution	270	19	408	14	131	64.879
7-6-62	Heart Attack	640	44	1,022	15	159	57.096
7-6-62	Both Bottom, Gubbrud	415	18	717	23	173	37.132
7-6-62	Former Officials Admit	809	47	1,371	17	169	46.606
7-6-62	Assassin Hanged	18	1	41	18	228	-42.855
7-20-62	Rivals Near Agreement	288	13	527	22	183	29.687
7-20-62	Senate Votes Aid	90	5	159	18	177	38.823
7-24-62	State Has More Than	257	11	465	23	181	30.364
7-24-62	Appointment Made	36	3	63	12	175	46.605
7-24-62	Special Session	20	1	38	20	190	25.795
7-24-62	Woman Robbed	170	12	255	14	150	65.725
7-24-62	Ben Bella Wins Point	181	8	330	23	182	29.518
7-24-62	Poison Gas	133	7	227	19	171	42.884
7-24-62	Killer Goes to Gallows	242	12	374	20	155	55.405
7-27-62	Crouch Spot Also Filled	464	27	811	17	175	41.530
7-27-62	Funds for Federal	56	2	168	28	300	-75.385
8-9-62	Nazi Leader Deported	225	13	348	17	155	58.450
8-9-62	Ica Cantor	268	17	411	16	153	61.157

TABLE XV. (Continued)

Issue	Randomly Selected Story	Words	Sent.	Syll.	Ave. Sent. Length	Syll. per 100 wds.	Reading Ease Score
8-31-62	First Lady, Caroline	85	4	148	21	174	38.316
8-31-62	Quake Area Still Jittery	87	8	149	11	171	51.004
8-31-62	U.S. Renews Price Action	217	10	396	22	182	30.533
9-17-62	Wife Kept Counterspy's	508	21	865	24	170	38.655
9-17-62	S. Dakotan Fatally Hurt	87	3	137	29	158	43.732
9-17-62	Rigged Vote Changed	27	1	55	27	204	6.846
10-19-62	Price of Silver Climbs	100	4	181	25	181	28.334
10-19-62	Power Loss Spoils	308	15	482	21	156	53.544
10-19-62	Beresford Crash	83	6	128	14	154	62.341
10-19-62	Hurricane in No Hurry	692	36	1,075	19	155	56.420
10-19-62	102nd Division	89	5	160	18	180	36.285
10-26-62	Legislators From Four States	65	5	123	13	190	32.900
10-26-62	Technical Troubles Slow	52	2	100	26	192	18.013
11-16-62	Price of Progress	39	3	61	13	157	60.818
11-16-62	Search Continues	395	18	632	22	160	49.145
11-16-62	Is Richard Nixon Through	549	31	952	18	173	42.207
11-16-62	Alr Force Accepts Delay	199	8	313	25	152	52.868
11-16-62	McGovern's Vote Lead	537	27	965	20	180	34.255
11-30-62	Thant Sheds Acting	267	12	489	22	183	29.687
11-30-62	Spaak Goes Home	26	1	50	26	192	18.013
1-11-63	Italy's Doctors Strike	35	2	60	18	171	43.899

TABLE XV. (Continued)

Issue	Randomly Selected Story	Words	Sent.	Syll.	Ave. Sent. Length	Syll. per 100 Wds.	Reading Ease Score
1-11-63	Tshombes Cooperation	443	17	775	25	179	30.026
1-11-63	Gubbrud Ups Budget	1,265	67	2,675	19	211	9.044
1-11-63	Explosion Rips Berlin's	75	4	125	19	166	47.114
4-15-63	Newspaper Executives	228	7	381	33	167	32.058
4-15-63	Parafoot President	462	22	709	21	153	56.082
4-15-63	Accident Fatal to Webster Man	113	7	174	16	154	60.311
4-15-63	Cleanup Hits City Hall	116	7	176	17	152	60.988
4-15-63	Gubbrud Hints Retaliation	422	21	680	20	161	50.329
4-15-63	U.N. Troops Move	19	2	34	10	179	45.251
4-15-63	Estes Gets 15 Years	153	8	269	19	176	38.654
5-13-63	Soviet Spy Cry Revives	365	18	690	20	189	26.641
5-13-63	Needle Put in Orbit	73	4	134	18	184	32.901

APPENDIX P

TABLE XVI. HUMAN INTEREST FORMULA FACTORS OF INDIVIDUAL ASSOCIATED PRESS STORIES IN RAPID CITY JOURNAL

Issue	Randomly Selected Story	Words Sent.	Pers. Words Sent.	% Pers. Words Sent.	% Pers. Words Sent.	Human Interest Score
7-5-62	U.S. Develops Electronic Lock	440	18	3	0	2.544
7-5-62	Threats of Violence	282	14	9	0	10.905
7-5-62	Collision Kills	151	8	19	0	47.255
7-6-62	Paris Execution	270	19	20	63	45.227
7-6-62	Heart Attack	640	44	83	27	55.733
7-6-62	Both Bottom, Gubbrud	415	18	32	11	32.534
7-6-62	Former Officials Admit	809	47	124	40	67.085
7-6-62	Assassin Hanged	18	1	2	0	39.985
7-20-62	Rivals Near Agreement	288	13	13	0	18.175
7-20-62	Senate Votes Aid	90	5	0	0	-----
7-24-62	State Has More Than	257	11	2	0	2.908
7-24-62	Appointment Made	36	3	7	0	69.065
7-24-62	Special Session	20	1	1	0	18.175
7-24-62	Woman Robbed	170	12	25	50	70.225
7-24-62	Ben Bella Wins Point	181	8	12	0	25.445
7-24-62	Poison Gas	133	7	1	0	2.908
7-24-62	Killer Goes to Gallows	242	12	29	8	46.132
7-24-62	Crouch Spot Also Filled	464	27	53	7	42.183
7-27-62	Funds for Federal	56	2	0	0	-----
8-9-62	Nazi Leader Deported	225	13	16	15	30.155
8-9-62	Ida Cantor	268	17	44	0	58.160

TABLE XVI. (Continued)

Issue	Randomly Selected Story	Words Sent.	Pers. Words Sent.	% Pers. Words Sent.	% Pers. Words Sent.	Human Interest Score
8-31-62	First Lady, Caroline	85	4	10	12	43.620
8-31-62	Quake Area Still Jittery	87	8	0	0	-----
8-31-62	U.S. Renews Price Action	217	10	5	2	10.410
9-17-62	Life Kept Counterspy's	508	21	64	13	54.791
9-17-62	S. Dakotan Fatally Hurt	87	3	9	10	36.350
9-17-62	Rigged Vote Changed	27	1	4	15	54.525
10-19-62	Price of Silver Climbs	100	4	0	0	-----
10-19-62	Power Loss Spoils	308	15	3	1	9.915
10-19-62	Beresford Crash	83	6	6	7	25.445
10-19-62	Hurricane in No Hurry	692	36	25	4	15.482
10-19-62	103rd Division	89	5	3	3	10.905
10-26-62	Legislators From Four States	65	5	1	2	7.270
10-26-62	Technical Troubles Slow	52	2	1	2	7.270
11-16-62	Price of Progress	39	3	8	21	86.967
11-16-62	Search Continues	395	18	19	5	18.175
11-16-62	Is Richard Nixon Through	549	31	63	12	55.866
11-16-62	Air Force Accepts Delay	199	8	1	.5	1.817
11-16-62	McGovern's Vote Lead	537	27	31	6	25.264
11-30-62	Thant Sheds Acting	267	12	16	6	21.810
11-30-62	Spaak Goes Home	26	1	3	12	43.620
1-11-63	Italy's Doctors Strike	35	2	0	0	-----

TABLE XVI. (Continued)

Issue	Randomly Selected Story	Words Sent.	Pers. Words Sent.	% Pers. Words Sent.	% Pers. Interest Score	Human Interest Score
1-11-63	Tshombes Cooperation	433	17	3	6	30.964
1-11-63	Gubbrud Yps Budget	1,265	67	4	22	21.448
1-11-63	Explosion Rips Berlin's	75	4	0	0	---
4-15-63	Newspaper Executives	228	7	3	0	32.715
4-15-63	Parafoot President	462	22	11	18	45.637
4-15-63	Accident Fatal to Webster Man	113	7	7	0	25.445
4-15-63	Cleanup Hits City Hall	116	7	8	43	42.582
4-15-63	Gubbrud Hints Retaliation	244	21	9	29	41.821
4-15-63	U.N. Troops Move	19	2	0	0	---
4-15-63	Estes Gets 15 Years	153	8	10	0	36.350
5-13-63	Soviet Spy Cry Revives	365	18	11	6	41.869
5-13-63	Needle Put in Orbit	73	4	0	0	---

APPENDIX Q

TABLE XVII. READING EASE FORMULA FACTORS OF INDIVIDUAL ASSOCIATED PRESS STORIES IN ABERDEEN AMERICAN-NEWS

Issue	Randomly Selected Story	Words	Sent.	Syll.	Ave. Sent. Length	Syll. per 100 wds.	Reading Ease Score
9-14-62	S.D. Medics See Little	819	36	1,378	23	168	41.362
9-14-62	Sisseton's Jail Wins	142	7	229	20	161	50.329
9-26-62	Fight Receipts Grabbed	1,548	63	2,853	25	184	25.795
11-20-62	New Chief Named	540	25	883	22	164	45.761
11-20-62	Thank Calls Top-Level	498	18	894	28	180	26.135
11-20-62	100 Vote Loss	170	8	304	21	179	34.086
12-7-62	Day of Infamy	393	22	673	18	166	48.129
12-7-62	State-Wide Crackdown	940	50	1,590	19	169	44.576
12-7-62	Faith Lost in Santa	29	3	42	10	145	84.165
12-10-62	President Flies Back	84	3	141	28	168	36.287
12-10-62	More Mine Blast Dead	320	14	531	23	166	43.054
1-29-63	A Vacancy Left	107	10	166	11	155	64.540
1-29-63	Robert Frost, Dean	609	34	958	18	157	55.743
1-29-63	Gantt's First Day	119	6	218	20	183	31.717
1-29-63	Jury's Verdict	62	4	102	16	165	51.005
1-31-63	Bar Hours Bill Killed	575	26	984	22	171	39.839
3-4-63	Even the Youngsters	917	55	1,468	17	160	54.220
3-4-63	N.Y.'s Post Presses	166	7	266	24	160	47.115
3-4-63	Bus Hurtles Into River	116	7	176	17	152	60.988
3-4-63	1 A.M. Closing Bill	162	8	278	20	172	41.023
3-4-63	Rail Ruling is Upheld	127	7	226	18	178	37.977

TABLE XVII. (Continued)

Issue	Randomly Selected Story	Words	Sent.	Syll.	Ave. Sent. Length	Syll. per 100 Wds.	Reading Ease Score
3-4-63	Earth Tremors Hit	219	12	361	18	165	48.975
3-4-63	Rains Trigger Peru	58	2	92	29	159	42.886
3-4-63	Never Try That Again	106	7	157	15	148	66.402
3-4-63	Valuation Adjustment Bill	271	13	462	21	170	41.700
3-6-63	Gov. Cons Beer Tribe	384	24	594	16	155	59.465
3-6-63	Russ Exit Rate Irks	1,322	70	2,141	19	162	50.498
3-6-63	Flooding Waters of Rivers	566	35	1,007	16	178	40.007
3-25-63	Lost Plane Sighted	473	30	717	16	152	62.003
3-25-63	Light Snow Trails Heat	102	6	173	17	170	45.760
3-25-63	S.D. Salon Supports	514	32	858	16	167	49.313
3-25-63	Two Towns Ripped	134	6	245	22	183	29.687
3-25-63	Wishap Kills S.D. Driver	106	6	172	18	162	51.513
3-25-63	Planes to be Sought	176	9	311	20	177	36.793
4-10-63	Junta Releases	19	1	38	19	200	18.350
4-10-63	Thieves Hit at Redfield	86	3	136	29	151	49.654
4-10-63	Winnie Is Proclaimed	566	32	927	18	164	49.821
4-26-63	Soviet Premier Admits	513	27	847	19	165	47.960
4-26-63	Pres. Accused by GOP	469	26	813	18	173	42.207
4-26-63	Commie Rocket Expert	47	3	86	16	183	35.777
4-30-63	State Road Chief Asked	227	12	376	19	166	47.114
4-30-63	Crippled Jet Lands	90	5	138	18	154	58.28.

TABLE XVII. (Continued)

Issue	Randomly Selected Story	Words	Sent.	Syll.	Ave. Sent. Length	Syll. per 100 wds.	Reading Ease Score
4-30-63	Sweepstakes Bill Signed	611	27	1,007	23	165	43.900
4-30-63	Dozen Patients at Redfield	639	28	1,071	23	168	40.362
6-4-63	Appeal Taken to U.S. Court	578	27	987	21	170	41.700
6-4-63	Pope John's Body	1,220	67	1,912	18	157	55.743
6-4-63	Solons Hit at Critics	538	25	919	22	171	39.839
6-4-63	Lynchburg, Va.	36	3	74	12	206	20.379
6-4-63	Hope Ends for Plane	488	30	854	16	175	42.545
6-25-63	A. Sub Hunt is Delayed	109	6	177	18	162	51.513
6-25-63	Russian Spacecraft	288	13	578	22	201	14.459
6-25-63	Die in Landslides	60	4	99	15	165	52.020
6-25-63	Low Flying Plane	185	12	278	15	150	64.710
6-25-63	Cattle Cruise	420	24	632	18	150	61.665

APPENDIX R

TABLE XVIII. HUMAN INTEREST FORMULA FACTORS OF INDIVIDUAL ASSOCIATED PRESS STORIES IN ABERDEEN AMERICAN-NEWS

Issue	Randomly Selected Story	Words Sent.	Pers. Words Sent.	% Pers. Words Sent.	% Pers. Sent.	Human Interest Score
9-14-62	S.D. Vedics See Little	819	36	18	3	11.038
9-14-62	Sisseton's Jail Wins	142	7	2	1	8.031
9-26-62	Fight Receipts Grabbed	1,548	63	73	2	19.117
11-20-62	New Chief Named	540	25	29	2	20.687
11-20-62	Thant Calls Top-Level	498	18	32	1	23.694
11-20-62	100 Vote Loss	170	8	8	0	18.175
12-7-62	Day of Infamy	393	22	8	0	7.270
12-7-62	State-Wide Crackdown	940	50	33	10	20.820
12-7-62	Faith Lost in Santa	29	3	4	0	50.890
12-10-62	President Flies Back	84	3	5	0	21.810
12-10-62	More Mine Blast Dead	320	14	15	1	20.373
1-29-63	A Vacancy Left	107	10	13	8	68.740
1-29-63	Robert Frost, Dean	609	34	70	1	40.927
1-29-63	Gantt's First Day	119	6	6	0	18.175
1-29-63	Jury's Verdict	62	4	8	0	47.255
1-31-63	Bar Hours Bill Killed	575	26	6	0	3.635
3-4-63	Even the Youngsters	917	55	55	5	24.636
3-4-63	N.Y.'s Post Presses	166	7	10	1	26.206
3-4-63	Bus Hurtles Into River	116	7	1	0	3.635
3-4-63	L.A.M. Closing Bill	162	8	0	0	-----
3-4-63	Rail Ruling is Upheld	127	7	4	0	10.095

TABLE XVIII. (Continued)

Issue	Randomly Selected Story	Words	Sent.	Pers. Words	Sent.	Pers. Words	Sent.	Human Interest Score
3-4-63	Earth Tremors Hit	219	12	4	2	2	17	12.698
3-4-63	Rains Trigger Peru	89	2	0	0	0	0	-----
3-4-63	Never Try That Again	106	7	10	2	9	29	41.821
3-4-63	Valuation Adjustment Bill	271	13	7	1	3	8	13.417
3-6-63	Cov. Cons. Deer Tribe	384	24	34	9	9	38	44.647
3-6-63	Russ Exit Rate Irks	1,322	70	102	7	8	10	32.220
3-6-63	Flooding Waters of Rivers	566	35	2	0	.4	0	1.454
3-25-63	Lost Plane Sighted	473	30	55	9	12	30	53.040
3-25-63	Light Snow Trails Heat	102	6	0	0	0	0	-----
3-25-63	S.D. Salon Supports	514	32	51	7	10	22	43.258
3-25-63	Two Towns Ripped	134	6	0	0	0	0	-----
3-25-63	Mishap Kills S.D. Driver	106	6	9	0	8	0	29.080
3-25-63	Planes to Be Sought	176	9	11	1	6	11	25.264
4-10-63	Junta Releases	19	1	0	0	0	0	-----
4-10-63	Thieves Hit at Redfield	86	3	2	0	2	0	7.272
4-10-63	Winnie Is Proclaimed	566	32	56	2	10	6	38.234
4-26-63	Soviet Premier Admits	513	27	49	5	10	19	42.315
4-26-63	Pres. Accused by GOP	469	26	43	16	9	62	52.183
4-26-63	Commie Rocket Expert	47	3	3	0	6	0	21.810
4-30-63	State Road Chief Asked	227	12	38	4	17	33	72.157
4-30-63	Crippled Jet Lands	90	5	0	0	0	0	-----

TABLE XVII. (Continued)

Issue	Randomly Selected Story	Words	Sent.	Pers. Words	Pers. Sent.	% Pers. Words	% Pers. Sent.	Human Interest Score
4-30-63	Sweepstakes Bill Signed	611	27	21	1	3	4	12.161
4-30-63	Dozen Patients at Redfield	639	28	13	5	2	18	12.922
6-4-63	Appeal Taken to U.S. Court	578	27	36	0	6	0	21.810
6-4-63	Pope John's Body	1,220	67	105	4	9	6	34.599
6-4-63	Solons Hit at Critics	538	25	33	8	6	32	31.858
6-4-63	Lynchburg, Va.	36	3	3	0	8	0	29.080
6-4-63	Hope Ends for Plane	488	30	16	0	3	0	10.905
6-25-63	A. Sub Hunt is Delayed	109	6	4	1	4	17	19.878
6-25-63	Russian Spacecraft	288	13	1	0	.5	0	1.090
6-25-63	Die in Landslides	60	4	0	0	0	0	-----
6-25-63	Low Flying Plane	185	12	10	0	5	0	18.175
6-25-63	Cattle Cruise	420	24	21	4	5	17	23.513

APPENDIX S

TABLE XIX. READING EASE FORMULA FACTORS OF INDIVIDUAL ASSOCIATED PRESS STORIES IN SIOUX FALLS ARGUS-LEADER

Issue	Randomly Selected Story	Words	Sent.	Syll.	Ave. Sent. Length	Syll. per 100 Wds.	Reading Ease Score
7-18-62	Leaves Clinic	30	2	50	15	166	51.174
8-3-62	Five Workers Die	412	24	644	17	156	57.604
8-3-62	Sherri May Go to Japan	173	11	288	16	161	54.389
8-3-62	Kennedy to South Dakota	78	4	140	20	179	35.101
8-3-62	Drug Destroyed	69	3	124	23	179	32.056
8-3-62	FBI Seeks to Trace	273	12	534	23	195	18.520
8-23-62	Car-Truck Crash Fatal	83	5	129	17	155	58.450
8-23-62	Red Ambassador Rusk	42	2	79	21	188	26.472
8-23-62	Senate Moves	351	14	608	25	173	35.102
8-23-62	U.S. Tests Red Stand	918	40	1,573	23	171	38.824
11-5-62	Ulbrecht Ends	179	9	319	25	178	30.872
11-5-62	Mass Polio	94	4	175	24	186	25.119
11-5-62	S.D. Man Hurt	106	6	171	18	161	52.359
11-5-62	Hetland Boy	123	5	202	25	164	42.716
11-5-62	Firefly Satellite	50	3	79	17	158	55.912
11-8-62	McGovern's Thin Margin	169	4	260	42	153	34.767
11-8-62	U.S. Minister Bolts	225	12	441	19	196	21.734
11-8-62	Complicated Type of Anemia	977	49	1,552	20	158	52.867
11-14-62	Death of Alexandria Girl	262	9	403	29	153	47.962
11-14-62	Refugees Guantanamo	209	13	344	16	164	51.851
11-14-62	Ike Urges Overhaul	296	10	500	30	168	34.257

TABLE XIX. (Continued)

Issue	Randomly Selected Story	Words	Sent.	Syll.	Ave. Sent. Length	Syll. per 100 Wds.	Reading Ease Score
11-14-62	China Steps Up Naval	26	1	50	26	192	18.013
11-14-62	Neb. Man Bound Over	118	5	159	22	141	65.219
11-14-62	Opinion Is Expressed	497	25	851	20	171	41.869
11-29-62	Pope Has Anemia	253	15	413	17	163	51.682
11-29-62	S.D. Man to Undergo	128	6	200	21	156	53.544
1-14-63	Pres. of West African Nation	495	27	899	18	181	35.439
1-14-63	DeGaulle Spurns Nassau	65	3	110	22	169	41.531
1-14-63	Leola Man Given Top	144	8	298	18	206	14.289
1-14-63	Elephant Heartbroken	74	5	117	15	158	57.942
1-14-63	Fifteen Flee	164	10	279	16	170	46.775
1-14-63	Cold Weather to Linger	242	13	354	19	146	64.034
1-17-63	Khrushchev Visits	176	7	307	25	174	34.256
3-15-63	Kennedy Marks Big Day	86	4	150	22	174	37.301
3-15-63	Reds Lag in Removal	272	12	496	23	182	29.518
3-15-63	Whale Cripples Russ Ship	74	4	107	19	144	65.726
3-25-63	Only Twenty-Seven Key	801	55	1,417	15	177	41.868
3-25-63	Madison S.D.	83	5	130	17	156	57.604
4-19-63	Mansfield Favors	364	16	698	23	191	21.904
4-19-63	Train Kills	164	9	238	18	145	65.895
4-19-63	Portions of S.D. Report	220	15	367	15	166	51.174
4-19-63	Cold Grips Northern States	175	10	279	18	159	54.051

TABLE XIX. (Continued.)

Issue	Randomly Selected Story	Words	Sent.	Syll.	Length	100 Wds.	Reading Ease Score
4-19-63	Editors Hear Kennedy	766	38	1,256	20	163	48.637
5-31-63	Twenty-One Tuna Boats	56	3	100	19	178	36.962
5-31-63	Pope Nears Death	608	39	993	16	163	52.697
5-31-63	Negroes Gassed	565	28	1,036	20	183	31.717
6-7-63	Church Begins 9 Days	374	17	623	22	166	44.069
6-7-63	White Man Slain	179	12	276	15	154	61.326
6-7-63	Kennedy Likely to Visit	53	2	83	27	156	47.454
6-7-63	Hopes High	52	2	97	26	186	23.089
6-7-63	House Group Votes	134	6	298	22	222	3.307
6-7-63	Thompson Arrested	819	45	1,377	18	168	46.437
6-21-63	S.D. Road Accidents	548	28	987	20	180	34.255
6-21-63	New Pope Is Paul	655	40	994	16	151	62.849

APPENDIX T

TABLE XX. HUMAN INTEREST FORMULA FACTORS OF INDIVIDUAL ASSOCIATED PRESS STORIES IN SIOUX FALLS ARGUS-LEADER

Issue	Randomly Selected Story	Words	Sent.	Pers. Words	Sent.	% Pers. Words	% Pers. Sent.	Human Interest Score
7-18-62	Leaves Clinic	30	2	3	0	10	0	36.350
8-3-62	Five Workers Die	412	24	15	0	4	0	14.540
8-3-62	Sherri May Go to Japan	173	11	20	2	12	18	40.272
8-3-62	Kennedy to South Dakota	78	4	3	0	4	0	14.540
8-3-62	Drug Destroyed	69	3	0	0	0	0	-----
8-3-62	FBI Seeks to Trace	273	12	23	0	8	0	29.080
8-23-62	Car-Truck Crash Fatal	83	5	6	0	7	0	25.445
8-23-62	Red Ambassador Rusk	42	2	2	0	5	0	18.175
8-23-62	Senate Moves	351	14	14	0	4	0	14.540
8-23-62	U.S. Tests Red Stand	918	40	25	0	3	0	10.905
11-5-62	Ulbrecht Ends	179	9	14	0	8	0	29.080
11-5-62	Mass Polio	94	4	0	0	0	0	-----
11-5-62	S.D. Man Hurt	106	6	4	0	4	0	14.540
11-5-62	Hetland Boy	123	5	9	0	7	0	25.445
11-5-62	Firefly Satellite	50	3	3	0	4	0	18.175
11-8-62	McGovern's Thin Margin	169	4	2	0	1	0	3.635
11-8-62	U.S. Minister Bolts	225	12	17	1	8	8	31.592
11-8-62	Complicated Type of Anemia	977	49	126	7	13	14	51.651
11-14-62	Death of Alexandria Girl	262	9	21	0	8	0	29.080
11-14-62	Refugees at Cuantonamo	209	13	8	0	4	0	14.540
11-14-62	Ike Urges Overhaul	296	10	19	0	6	0	21.810

TABLE XX. (Continued)

Issue	Randomly Selected Story	Words Sent.	Pers. Words Sent.	% Pers. Words Sent.	Human Interest Score
11-14-62	China Steps Up Naval	26	1	4	14.540
11-14-62	Feb. Man Bound Over	112	5	11	39.985
11-14-62	Opinion is Expressed	497	25	3	10.905
11-29-62	Pope Has Anemia	253	15	8	35.558
11-29-62	S.D. Man to Undergo	128	6	6	21.810
1-14-63	Pres. of West African Nation	495	27	7	26.701
1-14-63	DeGaulle Spurs Passan	65	3	11	50.347
1-14-63	Leola Man Given Top	144	8	8	29.080
1-14-63	Elephant Heartbroken	74	5	5	18.175
1-14-63	Fifteen Flee	164	10	5	18.175
1-14-63	Cold Weather to Linger	242	13	3	10.905
1-17-63	Khrushchev Visits	176	7	9	32.715
3-15-63	Kennedy Marks Big Day	86	4	9	32.715
3-15-63	Peds Lag in Removal	272	12	1	3.635
3-15-63	Whale Cripples Russ Ship	74	4	0	----
3-25-63	Only Twenty-Seven Key	901	55	12	45.818
3-25-63	Madison S.F.	83	5	10	36.350
4-19-63	Mansfield Favors	364	16	9	36.797
4-19-63	Train Kills	164	9	11	39.985
4-19-63	Portions of S.D. Report	220	15	.5	1.817
4-19-63	Cold Grips Northern States	175	10	0	----

TABLE XX. (Continued)

Issue	Randomly Selected Story	Words Sent.	Pers.		% Pers.		Human Interest Score
			Words	Sent.	Words	Sent.	
4-19-63	Editors Hear Kennedy	766	51	15	7	39	37.691
5-31-63	Twenty-One Tuna Boats	55	2	0	4	0	14.540
5-31-63	Pope hears Death	608	58	7	10	18	42.002
5-31-63	Negroes Gassed	565	13	0	2	0	7.270
6-7-63	Church Begins 9 Days	374	20	0	5	0	19.175
6-7-63	White Man Slain	179	4	0	2	0	7.270
6-7-63	Kennedy Likely to Visit	53	5	0	9	0	32.715
6-7-63	Hopes High	52	5	0	10	0	36.350
6-7-63	House Group Votes	134	1	1	.7	17	7.882
6-7-63	Thompson Arrested	819	90	1	11	2	40.613
6-21-63	S.D. Road Accidents	548	10	1	2	4	8.526
6-21-63	New Pope is Paul	655	71	6	11	15	44.695